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2829

M.B.A. Examination

**Organizational Effectiveness, Change &
Organizational Development**

Paper : 201

Time Allowed : 3 Hours

Maxi. Marks(Regular): 60

ICDEOL : 100

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt any five questions. Selecting one from each unit. All questions carry equal marks.

Unit-I

1. Define socialization process. What are its steps? How will you implement organizational change strategies?
2. Define change agents. What are its types? Discuss the various mode of relationship between consultant and client.

Unit-II

3. What is meant by organizational effectiveness? Explain briefly its various approaches.
4. Define organizational stress. Discuss its causes and effects.

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Unit-III

5. Explain the concept of organizational development. What are its objective and characteristics?
6. Explain the followings:
 - a) Action research
 - b) Stages of OD programmes.

Unit-IV

7. Define OD interventions. Discuss sanitarily training and third party peace making interventions.
8. Discuss role analysis and organizational mirroring interventions.

Unit-V

9. Explain process consultation and survey feedback interventions.
10. Discuss team building and managerial grid interventions.



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MBA Examination
Management science - II
Paper : 202

Time : 3 Hours

Maximum Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt any five questions in all . Selecting one question from each unit. All questions carry equal marks.

Unit-I

1. Comment on "The sole goal in using a OR model should be to find optimal solution".
2. Discuss the development phases in operation research also the characteristic of operation research.

Unit-II

3. Solve the following problem by simplex method.

$$\text{Maximize } Z = 40x_1 + 35x_2$$

$$\text{Subject to } 2x_1 + 3x_2 \leq 60$$

$$4x_1 + 3x_2 \leq 96$$

$$x_1, x_2 > 0$$

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[P.T.O.]

4. Discuss in detail the primal dual relationship in linear programming.

Unit - III

5. Discuss the economic order Quantity Model of inventory management, also derive the equation for EOQ Model.
6. What do you understand by queuing structure? "Discuss the queuing structure in the case of
- a) Hospital emergency system
 - b) Traffic light

Unit-IV

7. "The primary contribution of the game theory has been its concepts rather than its formal application to solve real problems" Discuss.
8. How a two person zero-sum Game problem be converted into a linear programming problem? Illustrate with example.

Unit-V

9. Discuss Monte Carlo Simulation. Illustrate how would you use it in situation of
- a) Queuing
 - (b) Inventory control.
10. What is simulation? Describe the simulation process. What are the advantages and disadvantages of simulation?



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MBA Examination

Human Resource Management

Paper : 203

Time Allowed : 3 Hours

Max. Marks: Regular : 60

ICDEOL:100

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt **five** questions in all, selecting **one** question from each unit. All questions carry **equal** marks.

Unit-I

1. Describe the responsibilities of a personnel manager in the light of recent development in environment.
2. Briefly describe the terms:
 - a) Importance of human relations in modern organizations
 - b) Personnel management and professionalization.

Unit-II

3. State the importance of Human resource planning in organizations.
Briefly discuss about the contemporary challenges in HRP.

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4. Write short notes only.
 - a) Socializing the new employees.
 - b) Methods of HRP.

Unit-III

5. Define the term training and development. Describe in brief the various on the job training methods.
6. Formulate a training programme for ITC managers in the light of legal issues that they might face on account of recent business environment changes.

Unit-IV

7. Describe the factors that affect wage and salary fixation in an industry.
8. Briefly describe the laws that govern employees wages and salary and ministration in India.

Unit-V

9. State the importance of discipline what is the procedure adopted for disciplinary action in the organizations?
10. Briefly describe the terms:
 - a) Dismissal and retrenchment.
 - b) Grievance handling.



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MBA Examination
Financial Management
Paper : 204

Time : 3 Hours

Maximum Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt any five questions in all. Selecting one question from each unit. All questions carry equal marks.

Unit-I

1. What are the different strategic financial functions? Examine their significance in modern organizations.
2. What are the objectives of a firm? How does financial management help in the achievement of these objectives?

Unit-II

3. What are the different methods of capital budgeting? Examine their relative merits and demerits.
4. What do you mean by cost of equity capital? What are the different methods for determination of cost of equity capital?

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Unit-III

5. What are the different types of leverages? Examine their significance.
6. What do you mean by capital structure decision? Examine MM approach to capital structure decision.

Unit-IV

7. What is dividend decision? Examine various factors affecting dividend decision.
8. What do you mean by relevance of dividend decision. Examine Walter model explaining relevance of dividend decision.

Unit-V

9. What are the different dimensions of working capital management? How would you take care of these dimensions?
10. What do you mean by net operating cycle? How would you compute the length of net operating cycle?



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MBA Examination
Marketing Management
Paper : 205

Time : 3 Hours

Max. Regular : 60

ICDEOL: 100

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt any five questions in all, selecting one question from each unit. All questions carry equal marks.

Unit-I

1. Discuss nature and scope of marketing with suitable examples.
2. Analyze the process of marketing research with suitable illustrations.

Unit-II

3. Discuss targeting and positioning with suitable examples.
4. Describe different ways market segmentation can be done. Explain with suitable examples.

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Unit-III

5. Analyze different stages of product life cycle with suitable examples.
6. Discuss different pricing methods and strategies with suitable examples.

Unit-IV

7. Describe advertising sales promotion, publicity and personal selling.
8. How channel management is executed. Explain with suitable examples.

Unit-V

9. Explain organizing and implementing marketing in the organization with suitable examples.
10. Discuss legal issues in marketing with suitable examples.



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**M.B.A Examination
OPERATIONS MANAGEMENT**

Paper : 206

Time Allowed : 3 Hours

Max. Marks: Regular : 60

ICDEOL:100

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt any five questions. All questions carry equal marks.

Unit-I

1. Why do we need to accept that operations management should be viewed as a system? What is the system view of the operations management? What are the sub-systems with in the operations function and what is their salience?
2. Describe the operations of any service sector company and also describe the functions of operations manager in it. How operations of a service company are different from a production company?

Unit-II

3. A contractor has to supply 10,000 gearboxes per day to an automobile manufacturer. He finds that, when he starts a production run , he can produce 25,000 gearboxes per day. The cost of holding a gearbox in stock for one year is Rs. 2 and the set-up cost of production run is Rs. 1,800. How frequently should production runs be made? (Assume 300 working days in a year).

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4. Write (design) a vendor development process for a large manufacturing company that is into a business of power equipment manufacturing.

Unit-III

5. What are the different tools and techniques for production control? Explain their usage with the help of suitable examples.
6. a) Critically comment on the assumption on which PERT/CPM Analysis is done for projects.
b) What are the major limitations of the PERT model? Discuss.

Unit-IV

7. Write notes on any four
- a) Acceptance sampling.
b) Quality control charts.
c) Industrial Health and Safety.
d) Work study.
e) Method study.
8. What is the use of sampling plan in quality control? What quality control sample plan would you recommend for a medium sized manufacturing company, Which is vendor to a very reputed and large automobile company.

Unit-V

9. Why layout decisions are called strategic decisions? Write the relative merits and demerits of line and functional layouts.
10. What factors would you suggest while planning a location for plant of a large FMCG company.



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2835

M.B.A Examination
Research Methodology

Paper : 207

Time Allowed : 3 Hours

Max. Marks:Regular : 60

ICDEOL:100

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt five questions in all, selecting one question from each of the five units. All questions carry equal marks.

Unit - I

1. Explain "Research process"? What are the various problems encountered by Researchers in India? **(12)**
Or
2. "Research is much concerned with proper fact finding, analysis and evaluation." Do you agree with this statement? Give reasons in support of you answer. **(12)**

Unit - II

3. Explain different Research Designs. **(12)**
Or
4. Write a short note on "Experience Survey" explaining fully its utility in exploratory research studies. **(12)**

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Unit - III

5. Write short notes on:(any 2) (12)
- a) Interview method.
 - b) Attitude measurement techniques;
 - c) Collection of primary data.

Or

6. Explain the difference between Questionnaires and Schedules. (12)

Unit - IV

7. Explain different types of sampling designs and how would you select a random sample? (12)

Or

8. Explain various complex Random sampling designs. (12)

Unit - V

9. Write short on the following: (12)
- a) Multidimensional scaling;
 - b) Clustering Methods.

Or

10. Distinguish between: (12)
- a) Simple and Complex Tabulation;
 - b) Mechanical and Cross tabulation.

